

Inside the Berberich Stores Your Shoe Ideals Are Fully Realized

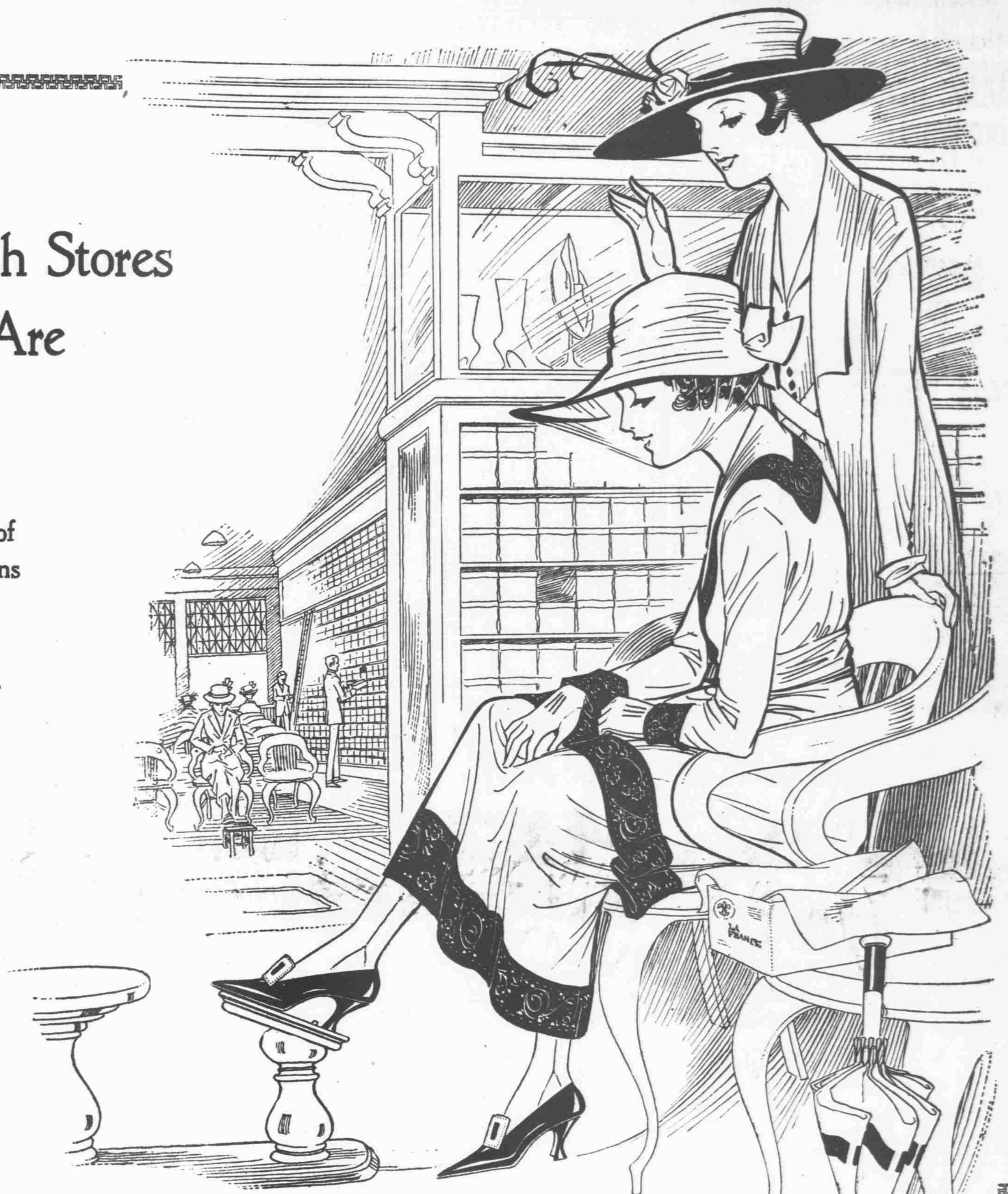
And the Best Expression of
Feminine Footwear Fashions
Are to Be Had in



Shoes for Women

Class of line and quality of material are to be had in LA FRANCE Shoes. Add to these characteristics the comfort of footwear built upon the exclusive LA FRANCE flexible welt foundation and you have shoes that feel as pleasant on the foot as they are pleasing to the eye.

The vast assortment from which to select is an added reason for shopping for shoes at BERBERICH'S. You get the style and leather you want in a size that fits your two feet—and the price range is confined within limits that insures that you pay for nothing but true shoe value when buying LA FRANCE Shoes at BERBERICH'S.



\$6.50 to \$12

Is the BERBERICH Price Range on LA FRANCE Shoes

A sketch from life—interior of Berberich Avenue Store, looking towards rear

The Salvation Army spent all the money helping our boys "over there"



This good organization now needs your HELP. They went across for us—it's now up to us to "come across" for them and give liberally to their Home Service Fund Campaign.

Berberich's

Washington's Largest and Most Progressive Shoe House

1116-1122
Seventh Street

813 Penna.
Avenue

